

Message Text

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ACTION NEA-10

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R 190915Z APR 76

FM AMEMBASSY JIDDA

TO USDOC WASHDC

INFO SECSTATE WASHDC 4423

UNCLAS JIDDA 2820

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PLEXTONE MINI SHOW MAY 8 - 13, 1976

1. APPRECIATE YOUR INFO RE FIRMS. SINCE TIME LAG
AND INFO ON FIRMS NOT SUFFICIENT TO GET SAG PERMISSION
WE WILL HANDLE FIRMS AS GROUP OF INDIVIDUALS SHOWING
GOODS AT COMMERCIAL CENTER. IF GROUP AGREES TO
PROVIDE FUNDS COMATT WILL HOST RECEPTION FOR 75/80
SAUDI BUSINESSMEN. ESTIMATED COST ABOUT \$400. PLEASE
ADVISE. WE FORESEE NO PROBLEM.

2. ESTIMATE OF COSTS OF USDOC ASSISTANCE:

A. RENTAL OF TABLES AND OTHER EQUIPMENT AND
TRANSPORT ABOUT \$100.

B. SECRETARIAL HELP, SR 25.00HR ABOUT SR200/DAY
(\$56), OR \$280 FOR FIVE DAYS EACH SECRETARY. AT
LEAST TWO NEEDED.

C. OVERTIME FOR FLS STAFF FOR FIVE DAYS,
APPROXIMATELY \$380.

D. MAIL - \$100.

E. CAR HIRE FOR TRANSPORT TO APPOINTMENTS, ETC.
RS 200 PER DAY (\$56) WITH DRIVER EACH CAR.

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F. CLEARANCE FEES AND HANDLING OF EXHIBIT MATERIAL

\$500. TOTAL COSTS, LESS RECEPTION, ESTIMATED AT \$1920.

G. SHALL WE HAVE TELEX REQUESTED FOR USA-76 INSTALLED AT COMMERCIAL CENTER?

3. RE EXHIBIT MATERIAL, NONE HAS YET ARRIVED BUT LETTERS SENT EMBASSY BY TWO US FIRMS INDICATES THAT THEY ARE ADDRESSING GOODS TO THEMSELVES ADDING FORMAT WE SUGGESTED EARLIER. PLEASE ADVISE PARTICIPANTS TO OMIT THEIR FIRM NAMES ON B/LS AND OTHER. IF GOODS ARE HEAVIER THAN 50 OR 70 LBS. HANDLING AND LOCAL TRANSPORT COSTS WILL BE HIGHER THAN ABOVE ESTIMATED FIGURE (F) AND THIS AMOUNT MUST REMAIN FLEXIBLE.

4. PROMOTION WILL CONSIST IN MAILING OUT 150 LETTERS TO LOCAL FIRMS, SPECIFIC ASSIGNMENT OF ALI KHUDR TO DEVOTE ENTIRE TIME TO EXHIBITORS AND ARRANGING APPOINTMENTS WITH SAUDI FIRMS PRIOR TO ARRIVAL.

5. USDOC SHOULD KEEP IN MIND THAT WE ANTICIPATE OUR USUAL STEADY FLOW OF PRIVATE BUSINESSMEN NOW RUNNING AT 20/25 PER DAY AND NEED TO ACCOMPLISH OTHER EXXENTIAL WORK. WE WOULD APPRECIATE KNOWING OF HOTEL ARRANGEMENTS OF PARTICIPANTS IN ORDER CONFIRM OR BE PREPARED ASSIST.
PORTER

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